

DS&E NEWS RELEASE

Deutsch, Shea & Evans, Inc. 49 East 53rd Street, New York, NY 10022 • A subsidiary of Foote, Cone & Belding Communications, Inc.

For additional information:
Marjorie Freedland
(212) 688-0500 -- ext. 276

FOR IMMEDIATE RELEASE:
August 9, 1985

JUNE HTRI AT 108

Technical demand continued downward in June. The HIGH TECHNOLOGY RECRUITMENT INDEX registered only 108, extending the slide which began a little over a year ago.

However, there may be a turn-around in the offing. A DS&E spokesperson, who is cautiously optimistic, notes, "Single-month figures indicate the slump may have bottomed out last month. Although July is only 5 points higher, 110, it is significant that all components of the Index--technical journal, newspaper classified, and newspaper display advertising - show gains. We will have to await developments over the next few months to determine whether or not a bona fide recovery is in progress."

(MORE)

The HTRI is based on the volume of recruitment advertising directed to degreed engineers and scientists in key U.S. newspapers and technical journals each month. Deutsch, Shea and Evans, which has maintained the Index since 1960, is the human resources consulting and advertising subsidiary of Foote, Cone & Belding Communications, Inc.

HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
July	138	135
August	129	133
September	131	130
October	131	128
November	121	123
December	120	125
January, 1985	135	126
February	123	127
March	122	122
April	121	118
May	109	112
June	105	108
July	110	--

*Based on a 3-month running average

####